

TECHNOLOGY & EQUIPMENT: BARTESIAN

BARTESIAN
PREMIUM COCKTAILS ON DEMAND™



Presenter: Casey Cline

Levy

SIMPLE COCKTAIL CREATION

From mocktail to strong, craft a perfect cocktail in seconds.



1



INSERT COCKTAIL CAPSULE

2



CHOOSE YOUR STRENGTH

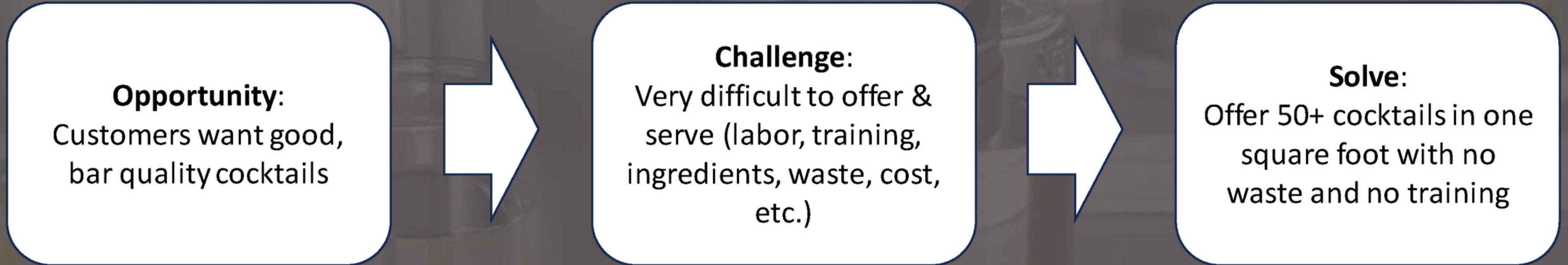
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CREATES COCKTAIL IN SECONDS

The Bartesian Premise

Bartesian increases revenue and improves the guest experience without adding any incremental operational costs or challenges



1

In-Seat / Mobile Ordering: Drive revenue where cocktails not previously possible

Pantries Pre Bartesian:

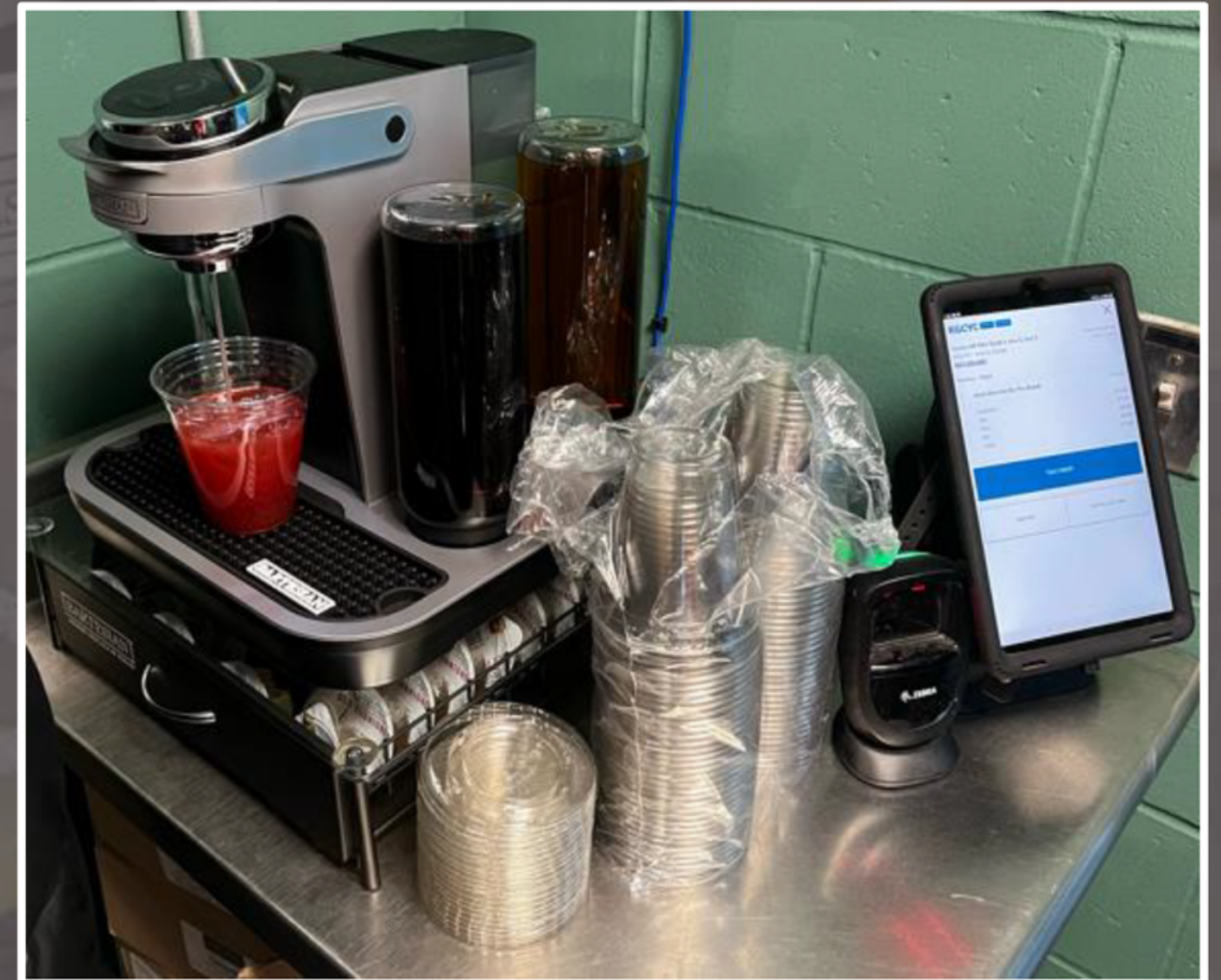
- Typically only able to stock beer/RTDs
- Labor, necessary speed of service & ingredients constraints

Pantries post Bartesian:

- Wide variety of cocktails
- No down time / quick speed of service
- Increased revenue and margin

“Integrating Bartesian into our in-seat program has resulted in nearly a 10% YoY increase in alcohol sales driving incremental revenue and enhancing the guest experience.”

—MLB Premium Service Manager



Fulfilling cocktail orders quickly via suite / club pantries

2

Clubs / Concessions: Turn 'beertenders' into bartenders – increasing revenue and margin

“Bartesian is so easy for anyone to use. It doesn’t matter who’s working the stand...plus the guests love the drinks, it’s a no-brainer for us.”

– Joe Ditri, Lower.Com Field, Asst. Director of Ops

“Bartesian is probably the best fit for us in the concession portables. I don’t have to pay a bartender, but guests can still get a great cocktail and I don’t have to worry about them overpouring. We’re going to find more points of use as we get comfortable.”

– Tim Conley, Director of Concessions, Toyota Center



Fits behind Full-Service Bar – Expediting Service & Improving Consistency



Custom Signage Driving Awareness & Traffic

3

Suites & Premium Levels: Single service via cart or back of house

“Adding Bartesian to our suite level increased per game alcohol sales by 30%. This was during a pilot program with little marketing, so we expect sales figures to be drastically higher next season. We’re opting to add Bartesian to our in-seat service area as well; which is going to address a huge request by our fans for cocktails.”

- Lorin Blume, Director of Premium



Amway Center (Bartesian in cart)



Wrigley Field (Bartesian on cart)

Full Venue Snapshot: Ford Field



Mobile Suite Cart

Selling individual cocktails at suite level during concerts and games

Guests can enjoy premium cocktails beyond Jack & Cokes while capturing incremental revenue

*“Once a suite tries a cocktail **they come back for another one and bring their friends.**”*

- Suite Cart Operator



Suites

Offering suite packages to be delivered for the entire event on a cart

Driving revenue and enhancing the guest experience beyond traditional bottle sales

“We plan to roll out our new suite packages during this summer’s concerts and expect them to be very well received by our guests.”

- Premium Manager



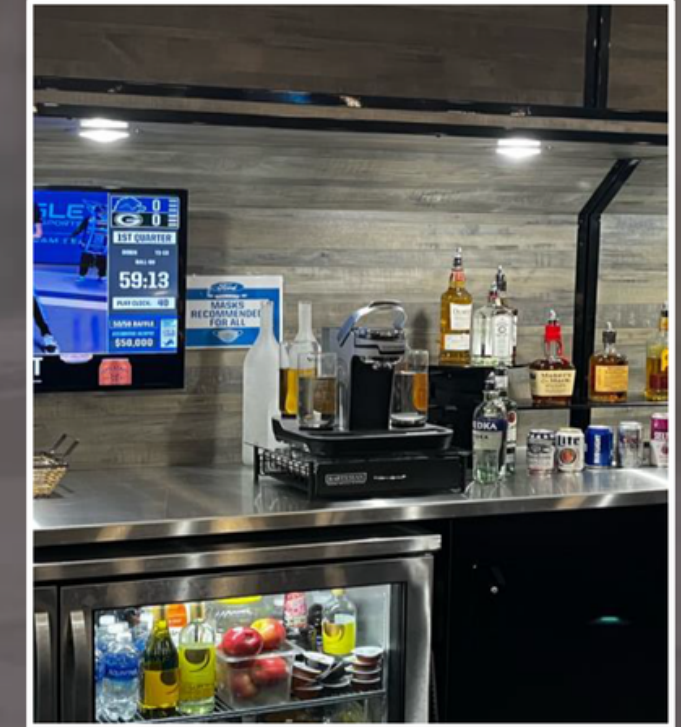
Concessions

NPO’s operated Bartesian to offer premium cocktails during labor challenges

Bartesian allows any concession space to craft consistent, high-margin cocktails in less than 15 seconds

*“We used to offer batch cocktails and it was slow, so we **replaced all of those with Bartesian and our spirit sales have increased.**”*

- Premium Manager



Clubs

Deployed Bartesian in multiple clubs to easily expand the cocktail menu

Also using in Loge Boxes/in-seat ordering to offer cocktails while streamlining ops

Next Steps

1. Contact: Casey Cline (Cline@Bartesian.com / 217-840-8855) to schedule an in-person demo / tasting at your venue
 2. Venue tour with your team during the demo / tasting to identify custom applications that will drive greatest revenue and operational savings
 3. Complimentary machines, custom menus, and signage designed by Bartesian
 4. Bartesian team available to be on-site during the launch of programs
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